MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

BMK3114 – SALES MANAGEMENT

(All sections / Groups)

31 MAY 2016
9.00 a.m to 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages (*including* the cover page) with 5 questions only.

2. Answer **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION ONE

Salespeople have a key role to play in fostering successful relationships. Relationships between organisations that result in strategic partnerships generally go through four stages. Explain each stage and describe what should the salespeople do in each stage to maximise the success of long-term-relationship-driven organisations. (20 marks)

QUESTION TWO

A worker's sales performance is a function of five basic factors: role perceptions, aptitude, skill level, motivation, personal and organizational variables. Explain how each of these factors can influence a worker's sales performance in an automobile company with examples. (20 marks)

QUESTION THREE

Research has identified four career stages through which salespeople go: exploration, establishment, maintenance, and disengagement. Describe each career stage and discuss how to motivate the salesperson from the different career stages if you were the sales manager. (20 marks)

QUESTION FOUR

Your company is about to hire its first sales people and you are involved in the recruitment selection process. Explain what are the activities involved in the process of recruiting and selecting the salespeople. (20 marks)

QUESTION FIVE

Sales contests offer salespeople the opportunity to gain financial, as well as non financial rewards. Explain the objectives, formats, and the criticism of sales contests. (20 marks)

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